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Revised Mission Statement — I'll be out the rest of this afternoon. I still hope to get something on mission from everyone else. If you sent it already, I didn't get it; please send again. If you didn't send it, on Monday I'll circulate anything I receive by then.

I. How's this for a mission statement?

> We monitor and evaluate global changes in climate, forest cover, population, poverty, food production, water resources, biological diversity, and other trends, and identify and analyze the most effective strategies for achieving a sustainable society, including those that come from the advances of science and technology, the rethinking of traditional economics, and the neglected wisdom of now-vanishing indigenous peoples.
>
> Our goal is to provide policymakers, educators, researchers, reporters, and concerned individuals worldwide with the information they need to make decisions that will lead to a sustainable economy.

Not bad. We can't use it, though, because *World Watch* already took it. But I thought that seeing theirs might be helpful as we ask what differentiates us from the rest of the sustainability cabal.

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II. Re name, I'm going to follow something JB says he learned from Mr. Fuller: as soon as you name it, you've already constrained yourself; design it first and then name it. So here's one more crack at defining the unnamed:

> We nurture and offer practical support to the worldwide, intergenerational lineage of people seeking to build a sustainable civilization in concert with the natural world. We gather, evaluate and disseminate news and reviews of tools, people and practices that serve as exemplars and resources for skillful action. We track the mutual interplay of self-reliance and commitment to community.
>
> We celebrate experimentation, adventurous intellect, positive views, long-term thinking, and creative pragmatism. We honor health, humor, and hope, and strive to conduct our business as a self-conscious experiment in community-building and sustainability.

POINT FOUNDATION MISSION STATEMENT

Point Foundation was incorporated in 1968 as Parnassus Institute and renamed Point Foundation by amendment of the Articles of Incorporation in 1971. It is incorporated as a California non-profit educational corporation pursuant to Part 1 of Division 2 of Title 1 of the California Corporation Code.

Its specific and primary purpose is to bring together the work of trained, future-minded and experienced thinkers and educators and others from various other related specialties through which to study, research, develop, and publish improved means for education and self-education.

Its educational purpose is served primarily by publishing activities, mailing list dissemination and educational projects. Through its quarterly magazine, *The Whole Earth Review*, and its *Whole Earth Catalogs* and other books, Point provides a forum for the demystification and discussion of world-changing technologies, cultural trends, and comprehensivist, synergetic philosophies.

Point's purpose is to point the way to tools and ideas that help people think and learn for themselves and envision ways to live more sanely and sustainably.